Lead Capture, Capture & Nurturing: Marketing and Business **Development – Where They Intersect – Group** Discussion

GovCon IDEATORS

Moderated by:

Lisa M. Sherwin Wulf Founder and Marketing Consultant LSW Marketing, LLC <u>lisa@lswmarketing.com</u> 703-350-3150 <u>https://www.linkedin.com/in/lisa-</u> m-sherwin-wulf/

Jim Marshall Marshall Consulting LLC <u>jpmarshall@satx.rr.com</u> 210 259-3353

March 5, 2024

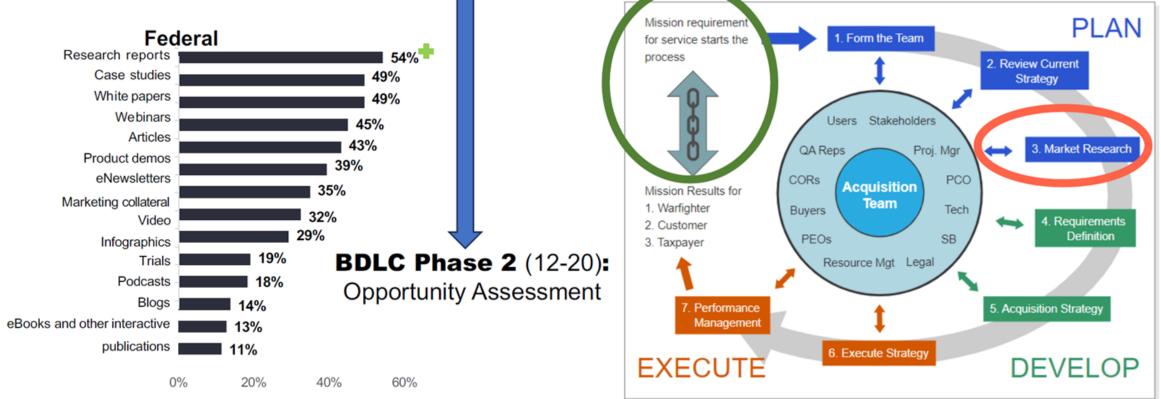


Where do lead capture and business development capture intersect?





Educating & Informing in the Buying Process Exploring Options, Learning, and Conducting Early Research



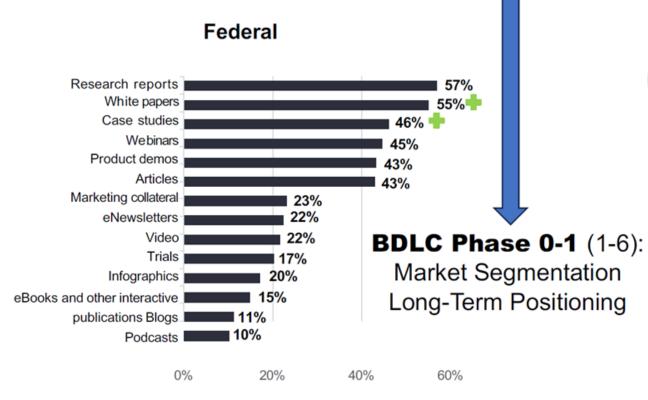


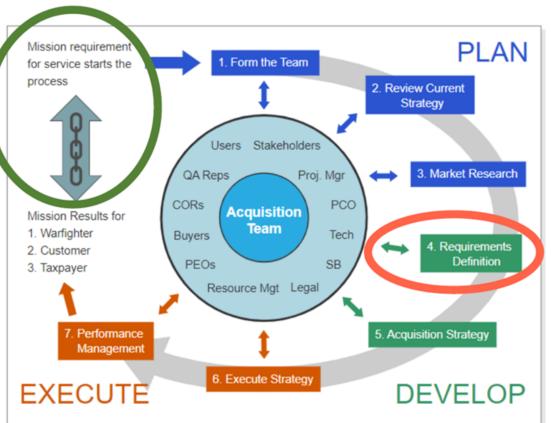




From Allan Rubin & Guy Timberlake's GAIN session

Educating & Informing in the Buying Process Determining Solutions and Specifications





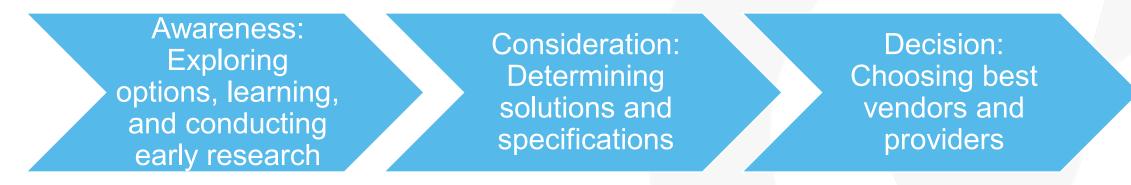






Campaigns, Lead Capture, and Engagement

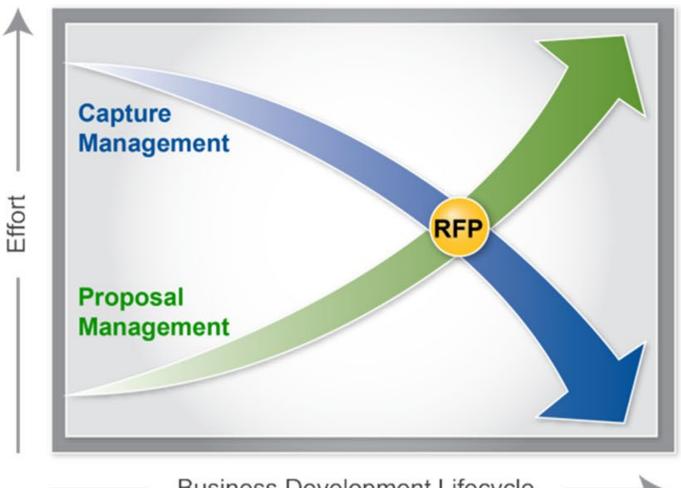
Campaigns to support awareness, leads/targets, engagement, and pipeline across the government buying process



Which Intersects with the Opportunity Lifecycle



When should you bring in the Proposal Manager?



Business Development Lifecycle



MARSHALL CONSULTING LLC

Industry Capture & Proposal Processes

Gov. Phases	Plan, Program, Budget, P. Dev.	Acq Planning, Req. Deficition	Market Research, Finalize Requirement Pre-Solicitation	Industry Meetings, Draft R	Final RFP R lease	SSEB, Negotiations, Awr b Debrief
Industry Phases	Long Term Positioning	Opportunity Assessment & Early Capture	Capture Development	Pre-Proposal Preparation	Proposal Dev.	Post Submittal Activities
Sample Activities	 4 Develop Marketing Campaign 4 Establish Criteria Define new Business Opportunities 4 Build Relationship 4 Target Specific Opportunities & Re-Competes 4 Make Interest Decision and assign Capture Leads 	Opportunity 4 Client Interactions & Meetings 4 Understand	 4 Establish Capture core Team 4 Develop Capture Plan & Win Strategy 4 Extend Customer Contacts and meetings 4 Support Client Requirements Analysis, Definition and Refinement 4 Develop Capture/Proposal Budget 4 Develop initial Solutions 4 Collaborate with Client on Potential Solutions 4 Conduct Teaming Discussions and begin lock in ofTeaming Partners 	 Extend Client Contacts and meetings Develop Proposal Strategy & Team Detailed Proposal Budget & Resources Continue Client Support to refine requirements Finalize Solution Sets Receive, Review and Respond to Draft RFP Proposal Kick Off Meetings Write initial Proposal Packages 	 Impose Solution Freeze Finalize WBS Write and Finalize Proposal Volumes Conduct Final Green (Cost) Teams Conduct Red Teams Conduct Red Teams Compliance & Legal reviews 	 Respond to Client Questions & Clarifications (If Required) Conduct Discussions (If required) Conduct Orals (If Required) Respond to BAFO / Revised Pricing (If Required) Prepare & Implement Transition Plan Request and attend Debriefs
Sample Outputs	 4 Marketing Campaign Plan 4 Interest / No Interest Recommendations & Decisions 	4 Pursue / No – Pursuit Brief and Decision	 Capture Plan Client RFI / SSN Responses White Papers Technical Papers Client Presentations Strategic Hires Preliminary Base Line Solutions / Designs Client Analysis Competition Analysis Teaming Agreements Bid / No Bid Decision 	 4 White Papers 4 Technical Papers 4 Client Presentations 4 WBS 4 Final Teaming 4 Proposal Outline 4 Initial Proposal Drafts 4 Initial Pink Team Review 	4 Proposal Delivery	 4 Oral Presentations 4 Final Proposal 4 Negotiate Contract 4 Debrief Report 4 Lessons Learned (Win or Lose) 4 Hold Victory Party 4 Contract Kick-Off 4 Begin Work



Al in the Business Development Process



Group Discussion

